

The Best Sellers In Framed Pictures

BAXTER
MOULDING
COMPANY

St. Louis

1902

❁ ❁ To The Trade ❁ ❁

WE place before you herewith a selection of Pictures that are excellent sellers, each and every one of them. The class of goods we turn out is your guarantee that you will receive from us nice stock that you will be pleased with in every way. You can order from this Catalogue and know that you will certainly receive what you have selected. We will make no substitutions.

IN FILLING ORDERS we are as prompt as possible, but as the goods on each order are made up specially after the order is received, we require ten days' time in which to manufacture the stock. The dealer receives nice, clean goods, and is well compensated for the short delay that occurs.

Our Terms to dealers who have an established credit are sixty days net. We allow a Cash Discount of Two Per Cent in ten days from date of shipment. No cash discount on orders less than \$5.00. We expect all accounts to be settled within sixty days from date of invoice. All bills not paid at maturity will be subject to sight draft, with exchange and without notice.

ALL BILLS ARE PAYABLE in funds current in St. Louis or New York. Checks on country banks cost us from 15 to 25 cents exchange. New customers will save delay by giving references with orders.

WE WILL SHIP GOODS C. O. D. BY FREIGHT in lots of \$10.00 or over (remittances to be made in full for smaller orders) if one-third of the amount is sent with the order as guarantee of good faith, which amount will be credited on the invoice, together with our cash discount of two per cent. The goods will be marked and shipped to our order, and the bill of lading, with draft attached for balance due, will be sent to your nearest bank. Upon payment of the draft you will get an order on your freight agent for the goods. We will ship goods by express on the same terms as by freight. We charge nothing for cartage.

Boxing at Cost will Positively be Charged on Framed Pictures on Orders of less than \$25.00.

We await your valued commands, and remain,

Yours very truly,

WE ALSO ISSUE

Catalogue of Mouldings.
Catalogue of Portrait Frames.

Baxter Moulding Co.





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*Dealers and Merchants are entitled to a trade discount on
all prices in this Catalogue of*

50 PER CENT

OR ONE-HALF OF PRICES QUOTED.

After noting the discount, remove this sheet and the catalogue is ready for the inspection of your customers, and thus a valuable help in selling goods in this line not carried in stock.

We Highly Recommend this Attractive Combination



No. 44

No. 44—Fac simile Life Photograph, colored, size 16x20, fitted in the handsomest gold Louis XIV. Frame ever produced. This frame, besides its scrolled edges and borings, has sixty gold burnished tips and eight long gold burnished sweeps. This Picture is finding a ready sale with the art-loving public. Eighteen subjects.

Price complete - - - - - Each, \$6 00

No. 43—Fac simile Platinette from life, same size and same frame as above, only ebony, with equal number of gold burnished tips and sweeps. Though more subdued, it has proven as great a seller as the gold. Eighteen subjects.

Price complete - - - - - Each, \$6 00

A Picture for People of Good Taste.



No. 59.

No. 59—Fac simile Life Photographs, colored, size 16x20, fitted in three-inch plain mat gilt oval, with shaded metal centers. Twelve subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$3 00
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No. 59½—Fac simile Life Platinettes, size 16x20, fitted in three-inch plain black oval, with shaded gilt metal centers. Like the gilt, it is a very tasty combination. Twelve subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$3 00
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Always Salable Where Art is Appreciated.



No. 96.

No. 96—Sepia Panel from life, size 7x18, fitted in three-inch Flemish oak frame, hand-carved and ornamented. Not elaborate in its effect, but extremely dainty. Twelve subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$3 60
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A Good Panel at a Moderate Price.



No. 41.

No. 41—Fac simile Life Photograph, colored (panel), size 11x24, fitted in three-inch composition gilt Florentine frame. Six subjects.

Price, complete	-	-	-	-	-	-	-	-	Per Dozen, \$24 00
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No. 42—Fac simile Life Platinette (black and white panel), size 11x24, fitted in three-inch composition black and gilt Florentine frame. When ordering No. 41 we suggest that you include this in your assortment too. Six subjects.

Price, complete	-	-	-	-	-	-	-	-	Per Dozen, \$24 00
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A Handsome Parlor Picture.



No. 47.

No. 47—Fac simile Life Platinettes, size 20x24, fitted in six-inch black and gilt frame, heavily carved, cut out and gold-burnished stem, with thirty-six gold-burnished tips and eight gold-burnished sweeps. Thirty-five subjects.

Price, complete - - - - - Each, \$7 00

No. 47½—Fac simile Life Photograph, colored, size 20x24, fitted in six-inch gilt frame, heavily carved, cut out and gold-burnished stem, with thirty-six gold-burnished tips and eight gold-burnished sweeps. Thirty-five subjects.

Price, complete - - - - - Each, \$7 00

For Those Who Want Something Neat, Rich and Tasty.



No. 40.

No. 40—Fac simile Life Photograph, colored, size 20x24, fitted in three-inch Flemish Oak Frame, with ornamental and bored corners, centers and scroll, all tips gold burnished; one hundred and twenty in number. The newest thing on the market. Eight subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$7 50
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No. 90—Fac simile Life Photograph, colored, size 20x24, fitted in frame as per cut, finish Hungarian Ash, ornaments old ivory. Eight subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$5 80
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This Combination Makes a Very Attractive Picture.



No. 91.

No. 91—Fruit Oleograph, size 20x28 inches, fitted in four-inch Flemish Oak Frame, heavily ornamented and handsomely bored and carved, with forty-four gold burnished tips and gilt lining. Has proven an excellent seller. Ten subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$10 00
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No. 92—Landscape Oleograph, size 20x28, fitted in same frame as cut, finished Hungarian Ash, green ornamental scroll and corners, ivory tipped. Thirty subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$7 50
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Steel Engravings—Good Sellers at All Times.



No. 67.

No. 67—Steel Engraving, about 24x38 inches, fitted in all-gilt Florentine frame, six inches wide. These pictures still retain their popularity because of their excellent qualities. There are nineteen different subjects in this line; names are given on page 34.

[illegible]

This Season's Novelty—A Trade Bringer.

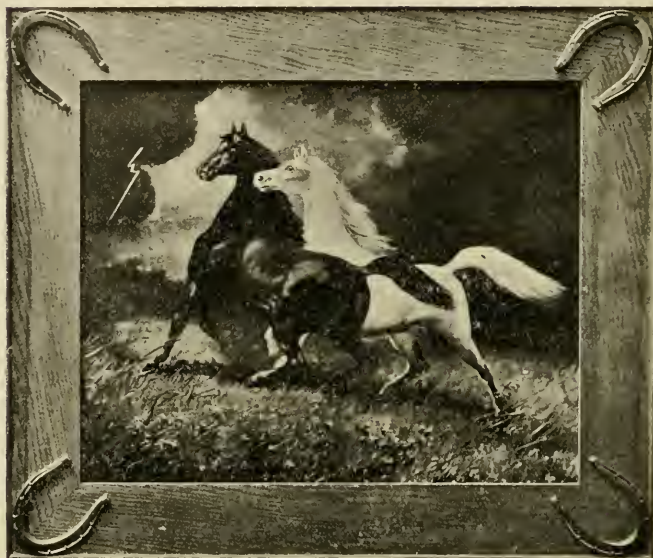


No. 52.

No. 52—Fencing Girl in Sepia Colors, size 20x24 inches, fitted in three-inch Flemish oak frame with shaded metal corners. Two subjects, one standing and one sitting.

Price, complete - - - - - - - - - - Each, \$2 80

A Harmonious Creation that takes with Everybody.



No. 56.

No. 56—Frightened Horses in black and white, size 16x20 inches, fitted in three-inch mat black frame with silvered horseshoe ornaments. Two subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$2 00
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A Parlor Picture for which there is a Large Demand.



No. 48.

No. 48—Fac simile Life Photograph, colored, size 16x20, fitted in six-inch gilt frame, heavily carved, cut out and gold burnished stem with thirty-six gold burnished tips and eight gold burnished sweeps. Eighteen subjects.

Price, complete - - - - - Each, \$5 50

No. 48½—Fac simile Life Platinettes, size 16x20, fitted in six-inch black and gilt frame, heavily carved, cut out and gold burnished stem with thirty-six gold burnished tips and eight gold burnished sweeps. Eighteen subjects.

Price, complete - - - - - Each, \$5 50

The Cheapest Oval Made.



No. 45.

No. 45—Fac simile Life Photograph, colored, size 16x20, fitted in four-inch Florentine gilt oval, with eighteen gold burnished tips. Twelve subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$3 50
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No. 46—Platinotype from life, size 16x20, fitted in four-inch black oval, with eighteen gold burnished tips. The highest class of Platinettes published. Twelve subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$4 00
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“Pharoah’s Horses” is still as Popular as Ever.



No. 84.

No. 84—Pharoah’s Horses (black and white), size 16x16, fitted in four-inch Florentine black circle, with eighteen gold burnished tips. Two subjects.

Price, complete - - - - - - - - - - Each, \$3 50

Same in Gilt Frame, if desired.

Good Value.



No. 38.

No. 38—Photo Colors, size 16x20, fitted in four-inch composition Florentine gilt oval.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$2 20
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A Good Picture for Little Money.



No. 82.

No. 82—Oleograph, size 20x28, fitted in five-inch bored gilt frame. Pictures assorted
in Landscapes, Fruits, Game and Religious. Fifty Subjects.

Price, complete - - - - - - - - - - Each, \$3.30

A Large, Showy Combination—Good Value.

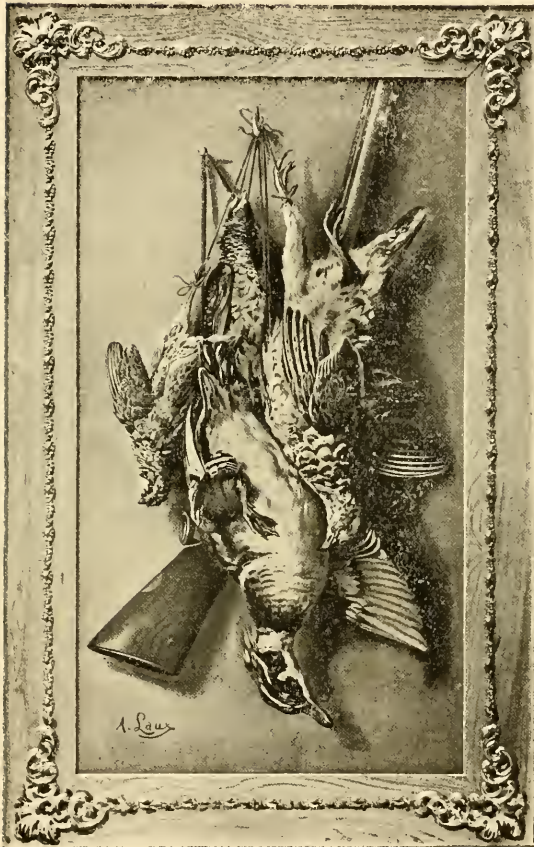


No. 98.

No. 98—Artotype (Imitation Steel Engraving), size 20x24, fitted in seven-inch Flemish brown frame, with gilt lining. Twenty-four subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$4 00
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A Unique Effect for Dining-Room Panel.



No. 97.

No. 97—Still Life, colored, size 16x28, fitted in three-inch London smoke oak, with metal corners and strips to match. Six subjects.

Price, complete - - - - - - - - - Each, \$4 00

A Panel Most Pleasing to the Eye—It is Tasty.



No. 63.

No. 60—Fac simile Life Photograph, colored, size 10x20, fitted in two-inch plain mat gilt oval with shaded metal centers. Six subjects.

Price, complete - - - - - Each, \$2 50

No. 60½—Fac simile Life Platinette (black and white), size 10x20, fitted in two-inch plain black oval, with shaded gilt metal centers. As good a seller as the gilt. Six subjects.

Price, complete - - - - - Each, \$2 50

A Good Seller in Black and Not Expensive.



No. 95.

No. 95—Half-tone (black and white), size 20x24, fitted in four-inch black frame, with gilt burnished center and gilt tipped inside and outside scrolls. Twenty-four subjects.

Price, complete	. - - - - -	Each, \$4 00
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A Novelty, Symbolical of the Seasons of the Year.



No. 58.

No. 58—Seasons, colored, size 16x20, fitted in three-inch plain mat gilt frame, with shaded metal corners. Four subjects.

Price, complete - - - - - Each, \$2 50

A Meritorious Article.



No. 39.

No. 39—Fac simile Life Photograph, colored, size 16x20, fitted in five-inch Louis XIV. style gilt frame, nicely scrolled and bored with twenty-four gold burnished tips and eight gold burnished sweeps. Eighteen subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$5 00
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No. 39½—Fac simile Life Platinette (black and white), same size and frame as above, finished black, with equal number gold burnished tips and sweeps. Eighteen subjects.

Price, complete	-	-	.	-	-	-	-	-	-	Each, \$5 00
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Good Value.



No. 57.

No. 57—Photo color, size 16x20, fitted in two-inch plain mat gilt frame, with shaded metal corners. Twelve subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Per Dozen, \$21 60
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A Fine Picture for the Price—Sells Everywhere.



No. 50.

No. 50—Water Color Panel; size, with green mat, 14x26, fitted in 1½-inch plain mat
gilt frame, with shaded metal corners. Twelve subjects.

Price, complete - - - - - - - - Per Dozen, \$18 00

A Dining-Room Panel Not to be Forgotten in Your Assortment.

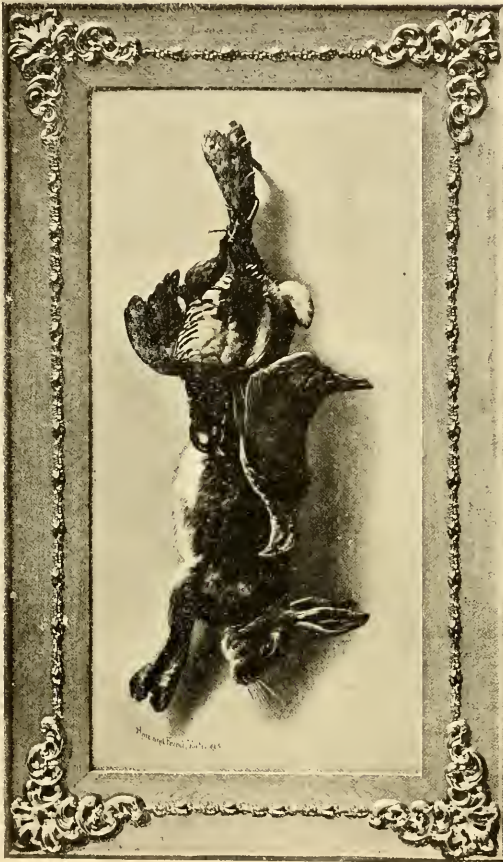


No. 51

No. 51—Fruit Panel, colored, size 12x24, fitted in 1½-inch brown oak frame, with shaded metal corners. Six subjects.

Price, complete - - - - - - - - Per Dozen, \$18 00

This Combination is the Best Selling Game on the Market.



No. 55.

No. 55—Embossed Game Panel (colored), size 12x24, in three-inch Flemish brown frame, with shaded metal corners and strips. Natural effects and colors are strikingly displayed by the embossing—no glass. Six subjects.

[illegible]

Just the Picture to Hang on Narrow Wall Space.



No. 36.

No. 36—Fac simile Life Photograph, colored (panel), size, with green mount, 16x29, fitted in three and a half-inch gold frame. Six subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$3 00
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No. 36½—Fac simile Life Platinette (black and white panel), size, with grey mount, 16x29, fitted in three and a half-inch black and gilt frame. A good seller. Six subjects.

Price, complete	-	-	-	-	-	-	-	-	-	Each, \$3 00
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Three Good Sellers.



No. 99.



No. 100.



No. 62.

No. 62—Photo Colors, size 6x8, fitted in one and a half-inch frame, assorted colors (green and brown), with metal corners. Twenty subjects.

Price, complete - - - - - Per Dozen, \$5 30

No. 100—Photo Colors, matted, size 8x10, fitted in half-inch, half round frame, assorted colors (gilt, green, black, etc.), with metal corners. Each frame is equipped with easel rest. Picture may be removed and cabinet photograph inserted. Twelve subjects.

Price, complete - - - - - Per Dozen, \$11 00

No. 99—Fac simile Water Colors, size 12x24, fitted in two-inch composition gilt, with green mat. Twelve subjects.

Price, complete - - - - - Per Dozen, \$16 20

Four Small Catchy Pictures.



No. 81.



No. 93.



No. 89.



No. 61.

No. 61—Coons, size 7x9, fitted in one-inch black frame, with shaded corners. A good line of moderate-priced coon pictures. Twelve subjects.

Price, complete - - - - - Per Dozen, \$5 30

No. 93—Gems (white and black), size 7x9, fitted in half-inch, half round, black oval. Twenty subjects.

Price, complete - - - - - Per Dozen, \$6 60

No. 81—Sepia Landscapes, size 4x12, fitted in one and a half-inch frame, shaded from dark to light brown, with metal corners. Twelve subjects.

Price, complete - - - - - Per Dozen, \$8 00

No. 89—Photo Color, with mat, size 8x10, fitted in three-fourths inch gilt frame, with composition corners. Each frame is equipped with easel rest. Picture may be removed and cabinet inserted. Twelve subjects.

Price, complete - - - - - Per Dozen, \$7 20

These Two Will Go Well in Your Assortment.

No. 78—Sepia Panel from Life, size 7x13 inches, fitted in one and a half-inch Van Dyke brown frame, with composition corners to match, white tipped. An extremely artistic combination. A choice production and a dainty effect. Twelve subjects.

Price, complete - - Each, \$2 00



No. 78.



No. 87.

No 87—Photo Color, size 11x14, in one-inch plain mat gilt frame, with shaded metal corners. Six subjects.

Price, complete, Per Dozen, \$8 40

A Popular Picture at a Popular Price.



No. 27.

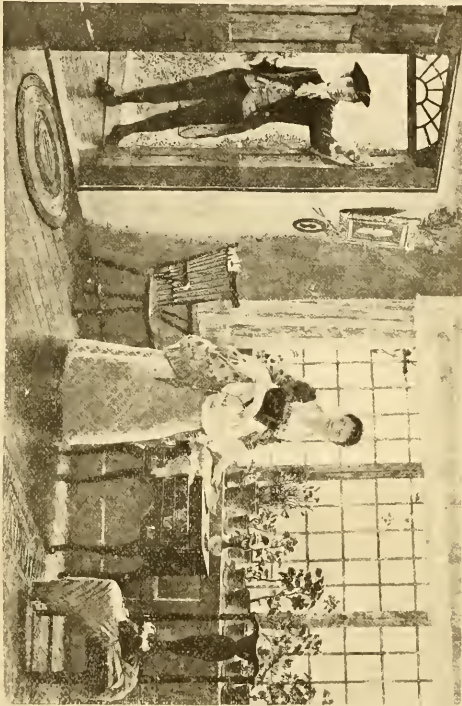
No. 27—Fac simile of Photographs from Life, colored, size 20x24 inches, fitted in Louis XIV. style gold frame, with twenty-four gold-burnished tips and eight gold-burnished sweeps. Eight subjects.

Price, complete - - - - - Each, \$5 00

No. 49—Fac simile Platinettes from Life (black and white), same size and frame as above, finished in black, with equal number of gold-burnished tips and sweeps. Fifteen subjects.

Price, complete - - - - - Each, \$5 00

A Picture Far Superior to Steel Engravings.



NO. 68—Photogravure Etching, size about 29x40 inches, fitted in all-gilt frame, six inches wide. This Picture is similar to steel engravings, but, being executed on copper plates, is far superior. This line is composed of well-known subjects; names of which are given on page 34.

Price, complete - - - - - Each, \$9 00

UNDER CONSTRUCTION.

WE have under construction a building that will contain 75 per cent more floor space than our present factory. The place we now occupy is four stories high, and we are hemmed in on all sides so that we cannot expand except by additional stories to the building, which would be the wrong way for economy in production. Our new building will have but two stories. The entire second floor will be devoted to warehouse purposes. The first floor will contain all the finishing departments in addition to those through which the Mouldings go before reaching the same. Everything will be so arranged that we will have a model factory in every particular. The rough lumber will be brought to us by the carload and left on our private switch that will run along the side of our factory. After having been piled in our yard for a period the lumber will then enter our dry kiln; from there to our mill, and after leaving it go from department to department that will be on the one floor, and thus avoiding all unnecessary handling. Economy in production is the aim of our new factory, and we will certainly achieve this purpose. Our Factory site contains $3\frac{1}{2}$ acres of ground. It will be most convenient for all our friends who have but little time at their disposal to give us a call.

Let us have the pleasure of seeing you whenever you may come to St. Louis and we will be glad to show you through a model Picture Frame and Moulding Factory, and one of the largest in the country. We will be the owners of our new building, and in every respect in a position to serve you to the best advantage. We know of no concern manufacturing Mouldings that has the facilities for turning out goods that we will have in our new plant. Our customers are staying with us and we are striving to show our appreciation of their continued commands. We are now prepared to add to our list of customers, and we guarantee satisfaction to all those who may favor us. Give us a trial and we will prove every word we say. With best wishes for your own success, and awaiting your favors, we remain,

Very truly yours,

BAXTER MOULDING CO , St. Louis.

Steel Engraving Subjects, as referred to on page 10:

"Grace Darling," "Grace Darling and Father," "Straw Yard," "Spare the Weeds," "Off Portland," "First Lesson," "Departure of Life Boat," "Return of Life Boat," "Pharaoh's Horses," "Death of Stag," "Stag at Bay," "Midnight Challenge," "Haying Time," "Impudent Puppy," "Loru of All I Survey," "Highland Solitude," "Morning on the Seine," "Combat," "Full Practice."

Photogravure Etching Subjects, as referred to on page 33:

"Welcome Guest," "Stepping Stones," "Every Rose Has Its Thorn," "Embarrassment," "Her First Love-Letter," "A Sidewalk Dance," "Love at the Helm," "Off Duty," "Watching the Boats," "When the Swallows Homeward Fly," "Birthday Offering," "Hanging of the Crane." These pictures are all taken from plates executed by high-class artists, and are all works of art.

MOULDINGS

With a most attractive line of Picture-Frame Mouldings, a superior quality of goods, and withal business methods deserving of your patronage, we say that it will positively be to your advantage to write us if you are interested in these goods. Whether you have been buying from Catalogue, samples that are sent you, or through traveling men, we are prepared to make it possible for you to do business with us. We only ask you to write us and we will tell you how you can buy from us.

Respectfully,

Baxter Moulding Co.

